

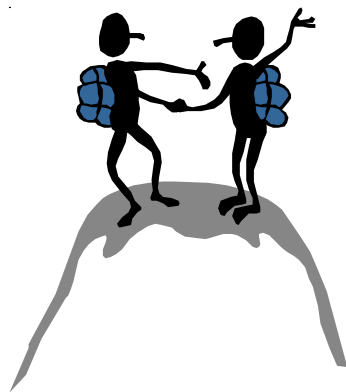
# Small Business

## *Quick Reference Guide*

### Ecotourism

*Ecotourism is responsible travel to natural areas  
that conserves the environment and sustains the  
well-being of local people.*

—International Ecotourism Society



**Regulatory/Legal**

**How-To/Educational**

**Market Data**

**Industry Organizations**



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## Regulatory/Legal

### Business License

Entrepreneurs in any industry face a core set of regulations for business start-up. The Alaska Department of Community & Economic Development publishes *Establishing a Business in Alaska* which outlines state and federal requirements and introduces the reader to the basics of starting a business. Complimentary copies are available by request at 465-2012 or can be viewed online at <http://www.dced.state.ak.us/cbd/smallbus/home.htm#>. Both editions include a list of other business resources offered in the state of Alaska.

Every business is required to have an Alaska **business license**. State of Alaska business licenses are available from the Division of Occupational Licensing, and may be purchased online.

Some business activities require **occupational licenses and/or local business licenses**. For example, an occupational license is required for a charter boat operator. For information on licensed occupations, contact the Research & Analysis Section of the Department of Labor and Workforce Development at (907) 465-4500 or visit their web site at <http://almis.laborstate.ak.us/default.asp?PAGEID=132>. Also, be sure to contact your local government for additional requirements.

### Insurance

**Insurance protection** is a necessity in any business venture. However, not all insurance agencies offer appropriate coverage to tour operator businesses. Premiums will vary between agents depending on their available plans and the levels of coverage purchased. The Alaska Division of Insurance has information about the insurance industry, and about the state's statutes and regulations governing the industry.

Division of Occupational  
Licensing  
Department of Community and  
Economic Development  
550 West 7<sup>th</sup> Avenue, Suite 1500  
Anchorage, AK 99501  
Telephone (907) 269-8160  
Fax (907) 269-8156  
<http://www.dced.state.ak.us/occ/>

Division of Insurance  
Department of Community and  
Economic Development  
550 West 7<sup>th</sup> Avenue, Suite 1560  
Anchorage, AK 99501  
Telephone (907) 269-7900  
Fax (907) 269-7910  
<http://www.dced.state.ak.us/insurance/>

The **Insurance Information Institute** is a source of information about insurance topics. Their web site has a section on business insurance. Free brochures, including “Insuring Your Home Business” and “Insuring Your Business Against a Catastrophe,” are available by sending a self-addressed stamped envelope to the address shown at right. They also offer the publication “Insuring Your Business” for \$10.

Insurance Information Institute  
110 William Street  
New York, NY 10038  
Telephone (212) 346-5500  
<http://www.iii.org>

## Land Management Agencies

If your activities will take place on public or Native lands, **land management agencies** may require permits for commercial use. The Alaska Land Managers Forum publishes a booklet entitled *Commercial Visitor Services in Alaska*, which provides information on obtaining commercial visitor service permits and licenses on public and Native-owned Alaska land. Regulations periodically change, so be sure to contact the agencies directly even if you believe that no permit is needed.

Copies of *Commercial Visitor Services in Alaska* can be found online at:

<http://www.fs.fed.us/r/o/cvsguide>



## How-To/Educational

### Handbook

DCED *Alaska Community Tourism Handbook - How to Develop Tourism in Your Community* was created to help groups and individuals develop tourism in their communities. This handbook is designed to help you decide whether tourism could work in your community, and if so, how to participate in the tourism industry.

<http://www.dced.state.ak.us/cbd/toubus/pub/ruraltourism.pdf>

### Web sites

**The International Ecotourism Society's (TIES)** web page includes a business section with information for the ecotourism operator. Included are reports by member businesses on their ecotourism experiences, ecotourism guidelines by which to run your business, an ecotourism statistical fact sheet, and other information.

<http://www.ecotourism.org>

The **United Nations Environmental Program** prepared the report "Ecotourism: Principles, Practices and Policies for Sustainability," which reviews the current status and trends in ecotourism globally, the challenges ahead, and the lessons learned in over 15 years of ecotourism development involving a broad range of stakeholders.

<http://www.uneptie.org/pc/tourism/library/ecotourism.htm>

### Books

The Alaska Wilderness Recreation & Tourism Association offers a list of recommended books on their web site:

- ✓ The Business of Ecotourism: The Complete Guide for Nature and Culture-Based Tourism Operators by Carol Patterson 1997, Explorer's Guide Publishing (ISBN 1-879432-25-0)
- ✓ The Business of Adventure: Developing an Adventure Tourism Business by Ross Cloutier 1998, Bhudak Consultants Ltd.\*
- ✓ Legal Liability and Risk Management in Adventure Tourism by Ross Cloutier 2000, Bhudak Consultants Ltd.\*
- ✓ Start and Run a Profitable Tour Guiding Business by Barbara Braidwood, Susan M. Boyce, and Richard Cropp 1996, International Self-Counsel Press Limited (ISBN 1-551800-57-8)

<http://www.awrta.org/booklist.html>

\*Ordering information at <http://www.bhudak.com> or  
Bhudak Consultants Ltd.  
#171, 230-1210 Summit Drive  
Kamloops, British Columbia  
Canada, V2C 6M1

## Training

### Alaska Host Program

This customer service training program is administered by the Alaska Division of Community & Business Development and the Alaska Travel Industry Association. The training prepares workers to meet the standards of professionalism in the visitor industry.

Alaska State Tourism Office  
333 Willoughby Ave., 9<sup>th</sup> floor  
P.O. Box 110809  
Juneau, AK 99811-0809  
Telephone (907) 465-2012  
Fax (907) 465-3767  
<http://www.dced.state.ak.us/cbd/alaskahost/>

### Hospitality & Tourism Career Institute

Cook Inlet Tribal Council's Hospitality & Tourism Career Institute offers a variety of training programs to prepare Alaska Natives to enter the work force of the hospitality industry. Courses include customer service, tour operation, and other skills for entry-level jobs.

Hospitality & Tourism Career  
Institute  
Cook Inlet Tribal Council, Inc.  
670 West Fireweed  
Anchorage, AK 99503  
Telephone (907) 265-5900

### University of Alaska Anchorage

The Alaska Outdoor & Experiential Education (AOEE) department of UAA offers training and development opportunities for outdoor education. AOEE courses focus on risk assessment and risk management, skill development, emergency medicine and rescue, natural history and interpretation, and the theory and methods of outdoor/adventure education. Participants may receive a Certificate of Outdoor Education and Guiding.

AK Outdoor & Experiential  
Education  
University of Alaska Anchorage  
Eugene Short Building, Suite 125  
3211 Providence Drive  
Anchorage, AK 99508  
Telephone (907) 786-4083  
Fax (907) 786-4069  
<http://www.uaa.alaska.edu/aoee/index.html>

**Alaska Pacific University**

The Outdoor Studies degree program at Alaska Pacific University prepares students for careers such as park and recreation management, ecotourism, and wilderness guiding. Credits may be transferred between APU and the National Outdoor Leadership School.

Alaska Pacific University  
4101 University Drive  
Anchorage, AK 99508  
Telephone (800) 252-7528 or  
(907) 564-8248  
<http://www.alaskapacific.edu>

**National Outdoor Leadership School (NOLS)**

NOLS offers a number of courses in outdoor recreation including wilderness leadership, mountaineering, backpacking, and courses for educators. Alaska operations are based in Palmer.

National Outdoor Leadership  
School  
284 Lincoln Street  
Lander, WY 82520-2848  
Telephone (307) 332-5300  
<http://www.nols.edu>



## Market Data

The **Alaska Tourism Office** produces tourism statistics, economic impact studies, and other information regarding the tourism industry around the state. Research reports and publications are available on their web site.

Alaska Tourism Office  
Division of Community &  
Business Development  
Department of Community &  
Economic Development  
333 Willoughby Ave.  
P.O. Box 110809  
Juneau, AK 99811-0809  
Telephone (907) 465-2012  
Fax (907) 465-3767  
<http://www.dced.state.ak.us/cbd/toubus/home.htm>

The **Alaska Travel Industry Association** conducts research on a regular basis in order to evaluate marketing efforts, as well as for the development of new programs. Some documents are available on the web site. Other research is available for purchase, or is made available to members.

Alaska Travel Industry Association  
2600 Cordova Street, Suite 201  
Anchorage, AK 99503  
Telephone (907) 929-2842  
Fax (907) 561-5727  
<http://www.alaskatia.org>

The **Travel Industry Association of America** (TIA) is a Washington DC based, non-profit association that represents the interests and concerns of all components of the travel industry. TIA provides marketing programs, forums, and marketing and research publications for the travel industry.

Travel Industry Association of  
America  
1100 New York Avenue, NW,  
Suite 450  
Washington, DC 20005-3934  
Telephone (202) 408-8422  
Fax (202) 408-1255  
<http://www.tia.org>



The **American Birding Association** provides information on their web site on the growing economic value of birders and birding to the U.S.

American Birding Association  
P.O. Box 6599  
Colorado Springs, CO 80934  
Telephone (719) 578-9703  
Fax (719) 578-1480  
<http://www.americanbirding.org>

The **International Fund for Animal Welfare** published a report by Erich Hoyt entitled *Whale Watching 2001: Worldwide Tourism Numbers, Expenditures, and Socioeconomic Benefits* which describes and values the whale watching industry in regions throughout the world, including Alaska. The report is available on their web site.

International Fund for Animal Welfare  
International Headquarters  
411 Main St.  
P.O. Box 193  
Yarmouth Port, MA 02675  
Telephone (800) 932-4329  
Fax (508) 744-2009  
<http://www.ifaw.org>



## Industry Organizations

**Alaska Wilderness Recreation & Tourism Association** (AWRTA) is trade association that represents businesses, individuals, and organizations involved in nature-based tourism. AWRTA organizes an annual ecotourism conference. Their Guiding Alaska Tourism (GAT) program provides tools, technical assistance, and information for guiding tourism growth.

**Alaska Travel Industry Association** (ATIA) is a trade association that represents businesses from all aspects of Alaska's visitor industry. In addition to serving as an advocate for the tourism industry, ATIA is under contract with the State to function as the official tourism marketing organization for Alaska.

**The International Ecotourism Society** (TIES) was created "to foster a true sense of synergy between outdoor travel entrepreneurs, researchers and conservationists." Its web site provides market research, trade contacts, reports and advice from ecotourism operators around the world, books, and other resources.

Alaska Wilderness Recreation &  
Tourism Association  
2207 Spenard Road, Suite 201  
Anchorage, Alaska 99503  
Telephone (907) 258-3171  
Fax (907) 258-3851  
<http://www.awrta.org>

Alaska Travel Industry Association  
2600 Cordova Street, Suite 201  
Anchorage, AK 99503  
Telephone (907) 929-ATIA (2842)  
Fax (907) 561-5727  
<http://www.alaskatia.com>

The International Ecotourism  
Society  
P.O. Box 668  
Burlington, VT 05402  
Telephone (802) 651-9818  
Fax (802) 651-9819  
<http://www.ecotourism.org>

**Outdoor Industry Association** aims to “promote and preserve the human-powered outdoor recreation industry.” They provide industry news, market research, and other resources, and address governmental issues.

Outdoor Industry Association  
3775 Iris Avenue, Suite 5  
Boulder, CO 80301  
Telephone (303) 444-3353  
Fax (303) 444-3284  
<http://www.outdoorindustry.org>



# Alaska

## A Great State

## A Great Place to Visit

